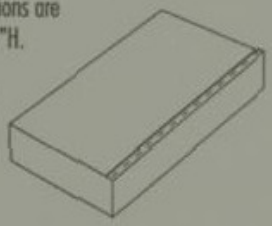
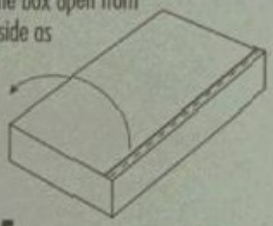
BENSON & HEDGES
100's
"BUY 1 CARTON, GET 1/2 CARTON FREE" PROMOTION

WHOLESALER ASSEMBLY INSTRUCTIONS
KIT DELIVERY DATES TO RETAILERS BY WHOLESALERS: 8/18/97 - 9/12/97

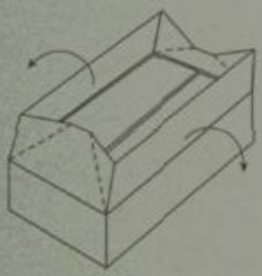
Step 1:
Box arrives at wholesale. Dimensions are 26 1/8"D x 18 1/8"W x 7 3/4"H. There will be 50 boxes on a 54 1/8"D x 44 1/4"W x 84"H pallet.



Step 2:
Cut the tape on the top of the box. Pull the box open from the taped side as shown.

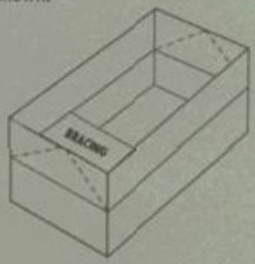


Step 3:
Open the box. Dimensions are now 26 1/8"D x 18 1/8"W x 14 5/8"H.

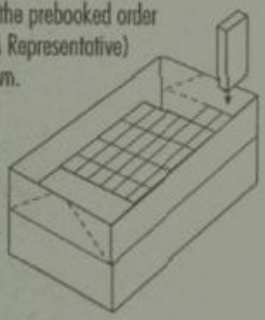


Step 4:
Inside the box will be a cardboard brace and POS materials.

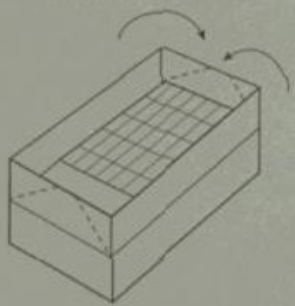
Step 5:
Place the cardboard brace in the box as shown.



Step 6:
Place 30 revenue cartons with the five-pack sleeves attached (per the prebooked order received from your PM Representative) into the space as shown.



Step 7:
Close the box and ship it to a retailer based on a prebooked order.



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